

PACKAGE PROGRAMS

CRC

ON COLLEGE RADIO

SALES NEWSLETTER

COLLEGE RADIO CORPORATION

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September 1st, 1954

LUCKIES STATIONS will receive instructions on programming the 1954-5 Lucky Strike program series in the near future. Mailings, to be sent to station addresses, will be timed to arrive about a week before scheduled first date on the air. New commercial transcriptions will be sent to all stations for permanent use; a few stations going on the air as early as the week of the 13th will also receive a temporary commercial transcription to be used while the 1954-5 permanent set is prepared. Watch for the written production instructions. Wire College Radio Corporation collect if they fail to arrive by your first day back on the air this fall.

WPGU, at the University of Illinois, has joined the group of stations participating in this year's Luckies series. Following is a complete list of Luckies program stations for 1954-5 year, as of September 1st: WABP, U. of Alabama; WAMF, Amherst College; KASC, Arizona State; WBOA, Bowdoin College; WBRU, Brown; WVBU, Bucknell University; KARL, Carleton College; WRCT, Carnegie Tech; WRCU, Colgate University; WKCR, Columbia, University; WHUS, University of Connecticut; WVBR, Cornell University; KOCU, Creighton University; WDBS, Dartmouth College; WDUB, Denison University; KVDU, University of Denver; WDBS, Duke University; WGTB, Georgetown University; WWGC, Gettysburg College; KGRW, Grinnell College; WHRB, Harvard University; WCHC, Holy Cross; KUOI, University of Idaho; WPGU, University of Illinois; WJHU, Johns Hopkins University; WJRH, Lafayette College; WLRN, Lehigh University; KXLU, Loyola University; WBOM, Macalester College; WORO, University of Maine; WMUC, University of Maryland; WTRS, Massachusetts Institute of Technology; WRMU, Miami University; WCBN, University of Michigan; WRMC, Middlebury College; WMSU, University of Mississippi; WCBH, Mississippi Southern College; KNMA, New Mexico State College; WNYU, New York University; WVWP, North Carolina State; WNDU, Notre Dame; WOBC, Oberlin College; KVRO, Oklahoma A & M College; KUVY, University of Oklahoma; WXPB, University of Pennsylvania; KDUP, University of Portland; WPRU, Princeton; WRRB, Radcliffe College; WRPI, Rensselaer; WRIU, University of Rhode Island; WRUR, University of Rochester; WRSU, Rutgers University; WOFM, St. Bonaventure College; KSLU, St. Lawrence University; KBIL, St. Louis University; WCSR, Smith College; WUSC, South Carolina; KAGY, South Dakota State College; WECS, Southern University; KSMU, Southern Methodist University; KZSU, Stanford University; WRTI, Temple University; KTCU, Texas Christian University; KTTC, Texas Technological College; WRTC, Trinity College; WTCR, Tufts College; WRUC, Union College; WVU, Vanderbilt University; WRUV, University of Vermont; WUVA, University of Virginia; WFDD, Wake Forest College; KUGR, Washington State College; WESU, Wesleyan University; WMS, Williams College; WYBC, Yale.

The NEW YORK TIMES has purchased spot announcements to begin on the first day of broadcast on WRCU, Colgate; WEOS, Hobart and William Smith; WRMC, Middlebury; KSLU, St. Lawrence; WTRC, Trinity; and WMS, Williams. Commercial copy to be delivered live by local announcers will be distributed to stations shortly. These stations are requested to work closely with the student TIMES subscription agent on campus, since his evaluation of the usefulness of the radio campaign will count very high in the TIMES' decision as to further use of college radio. Each station will be notified by us of the name and campus address of the TIMES

student sales representative. Be sure he knows what's being done for him on your station - urge him to write in to the TIMES reporting on the good job done for him by radio.

Advertising has been confirmed in the first fifteen-minute program segment of the CAREER HOUR on twenty-five stations. Additional advertising embracing additional stations is expected. First programs will be scheduled September 27th (or as soon thereafter as the particular station goes back on the air), and full instructions will reach each station during the week of the 20th. A complete description of the program and station obligations will be found in our Sales Newsletter of August 1st - if you failed to receive a copy, another may be had on request.

Please reserve at least a half-hour for the CAREER HOUR beginning September 27th. Program beginning time must be between 9 p.m. and 10:30 p.m., five days a week. If your station is listed among those below, and for any reason you do not want to carry the CAREER HOUR, please let us know IMMEDIATELY.

Stations at these schools have advertisers for the first CAREER HOUR series:

Alabama (U.)	North Carolina State
Carnegie Tech	North Dakota State
Clarkson College	Oklahoma (U.)
Columbia	Oklahoma A & M
Denver (U.)	Rensselaer
Illinois	Rutgers
Johns Hopkins	St. Louis University
Kansas	Stanford
Maryland	Texas Technological College
Massachusetts Inst. Tech.	Vanderbilt
Michigan (U.)	Virginia Polytechnic Inst.
New York University	Duke

RADIO CORPORATION OF AMERICA has not yet determined to what extent the college radio program series will be continued in 1954-5. The decision on this program is expected within the next ten days, and all stations affected will be notified promptly.

COLLEGE RADIO CORPORATION

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